



# ExecuSpeak

DICTIONARY®

**Because business *is* another language.®**

Compiled and Edited by Carol Heiberger

*Contributions by Karen L. Jett*

ExecuSpeak Dictionary®

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The ExecuSpeak Dictionary™ is available at quantity discounts with bulk purchase for education, business, or sales promotional use. For information, contact Carol Heiberger at [carol@execuspeakdictionary.com](mailto:carol@execuspeakdictionary.com).

*Translating from ExecuSpeak, the language of  
business, into something useful and understandable  
no longer requires a team of attorneys  
or an advanced degree.*

*Dedicated to everyone who has been frustrated or confused  
by American business English.*

# Table of Contents

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<b>About the Author .....</b>	<b>1</b>
About the Contributor.....	2
<b>Introduction .....</b>	<b>3</b>
Acknowledgements .....	4
<b>Alphabetical Index.....</b>	<b>133</b>
<b>Subject Indexes.....</b>	<b>141</b>
Abbreviations & Acronyms.....	143
Accounting Terms.....	146
Dealmaking Terms.....	147
Financing Terms.....	149
Health Care Terms.....	150
Idioms .....	150
Legal Terms.....	152
Management Terms.....	153
Marketing Terms.....	155
Operating Terms .....	156
Personal Finance Terms .....	156
Social Media Terms.....	158
Sports Metaphors .....	158
Statistics Terms.....	158
Strategy Terms.....	159
Technology Terms.....	159
US Government Terms.....	160
Wall Street Terms.....	161
<b>Order Form.....</b>	<b>163</b>

# About the Author

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Carol Heiberger is an independent consultant specializing in business creation. She is an experienced interim executive and project manager of large-scale, multi-location projects. Her industry experience includes positions with the Ford Motor Company, Bell Atlantic, a start-up CATV/ISP, and a large energy utility.

This experience has given her expertise in strategic planning, new business development, marketing, and finance with large complex organizations, small entrepreneurial groups, and domestic and international markets. Carol's approach is simple: she creates effective teams by translating across functions and disciplines with a collaborative and hands-on leadership style.

Carol also has strong affiliations with educational institutions in Philadelphia. She has taught both degree-seeking graduate students and knowledge-seeking adults of all ages and walks of life.

Execuspeak Dictionary was born of Carol's insights gained over her diverse 30-year career. She earned her MBA from Wharton.

# About the Contributor

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Karen L. Jett, CMA (Certified Management Accountant), of Jett Excellence, works with small business owners who want a strategic advantage to grow their business or practice. She created an innovative Strategic Plan-ting Workshop where in one day entrepreneurs create a strategic plan for their business using a process similar to those used by larger organizations.

With over two decades of accounting and business leadership experience, Karen brings a unique business perspective to the table. She understands the operational and financial challenges businesspeople face on a daily basis.

# Introduction

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Why have I compiled a dictionary?

To open up the dialogue between speakers of ExecuSpeak and those who find business language to be confusing and alienating.

One of my special talents is the ability to communicate with managers and staff across all departments and up and down the ranks. In my consulting marketing materials, I'd describe myself as perhaps the only multi-lingual person on the team – speaking Finance, Accounting, Legal, Regulatory, Sales, Marketing, Engineering, Construction, Operations, among others. My facility with business language helped to build cohesive teams as I translated one group's concerns to the others, or even better, helped them directly communicate with each other.

Over the past few years, through consulting projects and teaching, it became even more evident to me that special meanings assigned to commonly used words only add to the confusion. Thus the language of business executives has become ExecuSpeak and an object of derision.

A little sales plug here... all the products including new titles and free chapters, e-books, paper books, smartphone app, smart dictionary software are available from the website ([www.ExecuSpeakDictionary.com](http://www.ExecuSpeakDictionary.com)). You're invited to get a Word-a-Day via [Facebook.com/ExecuSpeakDictionary](https://www.facebook.com/ExecuSpeakDictionary) or Twitter @CarolHeiberger.

About pronunciation: The only words for which pronunciation is provided are acronyms that have become words, such as GIGO (pronounced gee-gow). All other acronyms are pronounced letter by letter.

*Carol Heiberger*



# W

## Wealth Management

Personal finance for people who are managing high incomes or a significant level of assets.

*Usage: Each bank has a different definition of who might be eligible for services from their wealth management department.*

## Web 2.0

The second generation of the World Wide Web.

*Usage: Web 2.0 technologies make it easier to create websites without special programming knowledge.*

## Webinar

A seminar where the attendees are connected to the instructors via the Internet.

*Usage: All the webinar attendees were at their home computers.*

## Whiff

Completely failing at some task. From a reference to baseball when the batter's swing didn't come close to making contact with the ball. May also refer to a whiff as a "puff of smoke."

*Usage: The new guy whiffed the assignment because he refused to ask questions.*

## Widget

Similar to an app in terms of functionality, but very limited in scope such as a weather forecast, a clock, or a real-time Twitter update.

*Usage: A widget is a simple way to add content to a website or blog.*

## Wiki

A web site that allows collaboration and direct editing functionality to anyone with access.

*Usage: The students used a Wiki to write their team paper during Spring break when they weren't on campus.*

## Willingness-To-Pay

The value a buyer places on a product or service. Frequently used to identify the maximum amount of money a customer is willing to spend.

*Usage: Looking at competitor pricing is one method of investigating willingness-to-pay.*

## Window Dressing

Trading stocks to make sure the quarterly reports reflect a desired portfolio of stocks as compared to the stocks owned between reporting periods. Also refers to the use of accounting tricks.

*Usage: The accountants were window dressing so the results would be consistent with the executive's compensation goals.*

## WOB

Woman Owned Business. A small business that is at least 51% owned and controlled by a woman. WBE (Woman Business Enterprise) is a state designation for the same thing.

*Usage: The federal government is attempting to increase the number of contracts awarded to WOBs.*

## Word Cloud

A text box with a collection of keywords that helps a user to navigate a website.

*Usage: The big box with words, letters, and categories at the top of the ExecuSpeak Dictionary website page is a word cloud.*

## Work In Process

The cost of all direct (raw) materials, direct labor, and associated overhead for goods that are in the middle of the manufacturing process. This cost might be tallied at the end of a month. Abbreviated as WIP and pronounced wip.

*Usage: Our work in process balance included 90% of the raw materials but only 50% of the direct labor.*

## Worm

A type of computer virus that replicates itself to perform malicious actions or use up a computer's internal resources.

*Usage: The worm was designed to jam up the computer.*

<b>Strategy Terms</b>			
		Market Share	74
		Marketing	75
Beta	19	Merger	76
Bootstrapping	21	Migration Strategy	77
Brand Advertising	22	Mission Statement	77
Bundled Services	23	Open Source	83
Business Case	24	Opportunity Cost	84
Business Model	24	Organizational Development	85
Business Plan	24	Planning Assumption	89
Capital Intensive	25	Pricing Power	90
Cash Cow	25	Product Life Cycle	92
Cause Marketing	25	Product Position Map	92
Cloud Computing	26	Profit	93
Competitive Intelligence	29	Reality Check	99
Consolidation	30	Risk Tolerance	101
Continuous Improvement	30	Scalability	103
Convergence	30	Selection Criteria	104
Conversion	30	Social Media	106
Coopetition	30	Spend	107
Delivery Channel	38	Stick To Your Knitting	109
Entangle	42	Strategic Fit	110
Exit Strategy	43	Strategic Incompetence	110
Financial Risk	46	Strategic Planning	110
Freemium	49	Strategy	110
Futureproof	51	Straw Man	110
Generative	54	SWOT	111
Guerrilla Marketing	56	Synectics	111
Hidden Agenda	57	Synergy	111
Intellectual Property	61	Target Customer	113
IT	63	Teaming	114
Iterative	63	Trade Secret	116
JV	66	Uncertainty	119
Kaizen	67	Values	121
Labor Intensive	69	Values Statement	121
Leading Edge	69	Vision Statement	123
Level Playing Field	70	Wealth Management	125
Market Analysis	73	Window Dressing	126



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